

THE
MAKE UP
MARKET

LONDON'S
FIRST POP-UP
MARKET FOR
MAKE-UP



THE FIRST
EVENT OF
ITS KIND

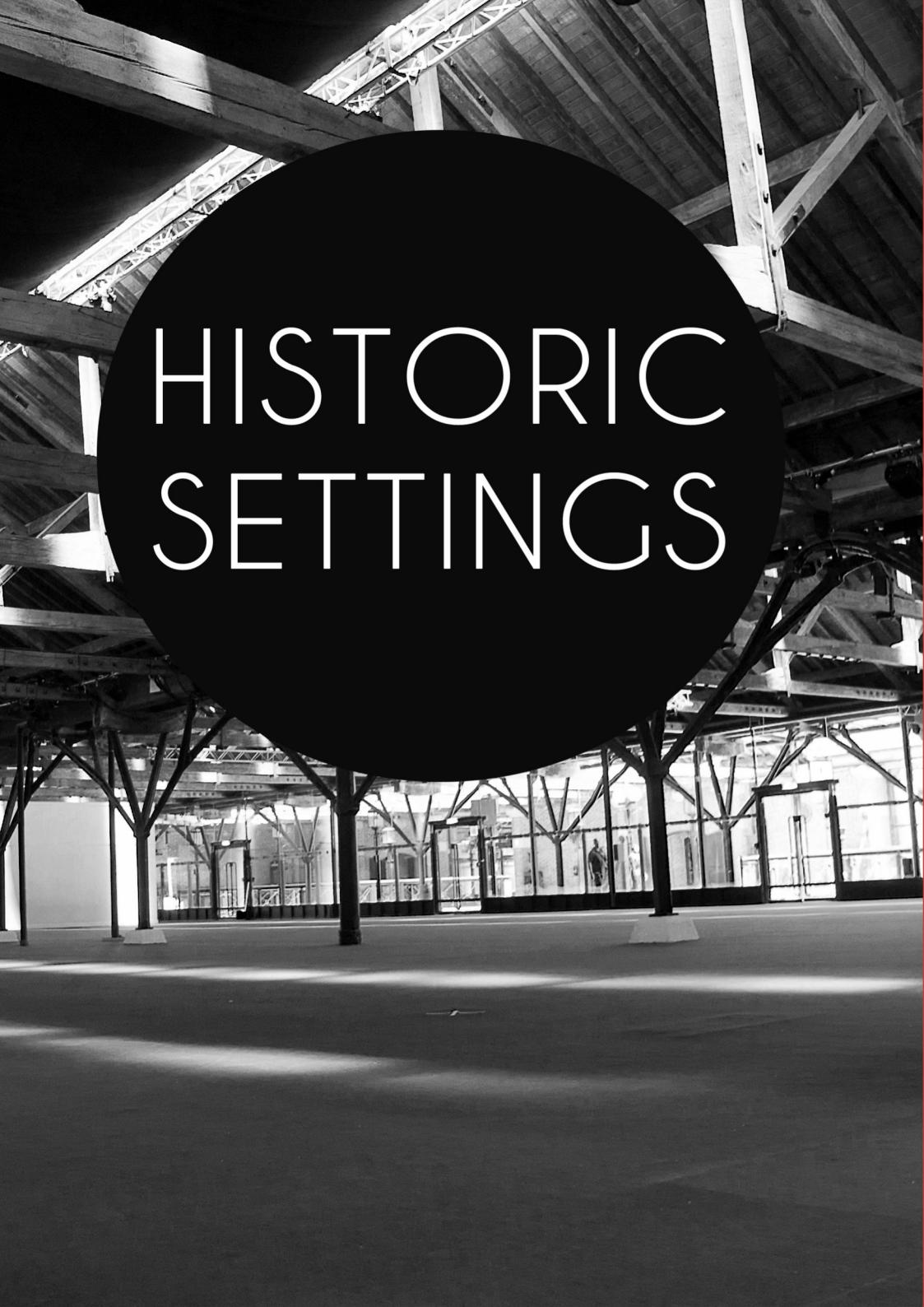
THE ULTIMATE POP-UP MARKET

The Make-up Market is the first ever pop-up market in the UK showcasing UK and international make-up and cosmetic brands. Beauty enthusiasts and consumers will experience brands demonstrating new and current products with the opportunity to expand their knowledge about make-up and this flourishing industry.

The aim of the pop-up market is to entice consumers across all demographics to not only try new products and services, but to also trial different brands.

To further engage our beauty fanatics, brands will also be given the opportunity to conduct workshops, demonstrations and talks in regards to their products.

AUG 2015



HISTORIC
SETTINGS

THE VENUE: TOBACCO DOCK

Tobacco Dock is a Grade 1 Listed building, built in the early 19th century as a secure bonded warehouse for precious and highly desirable goods.

Re-launched in October 2012, its new owners developed this incredible space (comprising over 16,000m² over two floors) to create London's newest and most flexible events venue. Tobacco Dock has its own outdoor, quayside space and offers ultimate accessibility and parking facilities for over 800 cars.

BY
INVITATION ONLY

WE HAVE HAND-PICKED THE MOST
INNOVATIVE AND ICONIC BRANDS
WITHIN THE MAKEUP INDUSTRY TO
EXHIBIT AT THE EVENT TO GIVE THE
CONSUMER AN UNFORGETTABLE
EXPERIENCE



SHOP UNITS FOR HIRE

THE SET-UP

The entire space can accommodate over 20,000 attendees, with a variety of over 70 individual spaces. In 1990 the Tobacco Dock was converted into a shopping centre so as well as individual stand spaces there are also all-glass shop units for hire.

KEY FEATURES:

- Luxury toilet facilities
- Individual glass shop units up to 500sqm in space
- High beams and natural daylight
- Excellent public transport links via Underground (Tower Hill), DLR (Shadwell), Overground (Shadwell and Wapping)
- Only 10 mins from Tower Bridge, the City and Shoreditch

SHOW & TELL

WE HAVE ALLOCATED SPACE
SPECIFICALLY FOR BRANDS TO CARRY
OUT WORKSHOPS, SEMINARS AND
TALKS TO DEMONSTRATE PRODUCTS
AND EDUCATE THE CONSUMER.



ADVERTISING

MAJOR MARKETING CAMPAIGN

The Make-up Market is supported by a major marketing campaign, which includes social media, magazine, email marketing and digital advertising targeting over 250,000 beauty consumers, make-up professionals and journalists from some of the biggest UK and international publications.

WE WILL
ALSO BE INVITING
BUYERS AND THE
PRESS TO DISCOVER
THE NEXT BIG
PRODUCTS



SHOWCASE
YOUR PRODUCTS
IN A DIFFERENT
TYPE OF
SETTING

EXHIBITING BENEFITS

Exposure

- Direct access to UK consumers – beneficial for international brands
- Increased presence within the UK make-up industry
- Access to the make-up mass market
- Access to new customer demographics
- Increased awareness on new products/ brands

Sales

- Sell your products in a positive open sales environment – perfect for brands seeking to launch product/s for the first time.
- Test out the UK market before officially launching (if not already launched...)
- Opportunity to create awareness for less popular products

Education

- Opportunity to carry out product demonstrations to the masses

INTERESTED?

DROP US A LINE AT
INFO@COSMETICEVENTS.COM
TO PRE-REGISTER YOUR
INTEREST AND WE'LL BE IN
TOUCH WITH FURTHER
DETAILS



EAST MALL 7

EAST MALL 6

EAST MALL 5

QUAYSIDE 1

TOBACCO
DOCK